

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Course Title: Public Relations

No. of Hours: 60

Semester: V

Course Code: 23JLCCPR54

Credits: 4

LTP: 400

Objectives

- To evaluate the history of PR, mention factors that led to the evolution of PR in India.
- To analyse the government information and public relations practices and also highlight the role and scope of PR in local bodies.
- To list the various media that could be used for publicity and effective PR.

Course Outcomes

On the completion of this course, the student will be able to:

CO1: Understand the role of PR in current society and its origins.

CO2: Analyse the methods of communication used in public relations.

CO3: Understand the work structure of PR organisations.

CO4: Apply PR in authorities and its relation with the public.

CO5: Evaluate the trends in PR and its professional organisations.

Unit-I

(10 Hrs.)

Introduction to public relations: Definitions, nature, scope, evolution of PR in India, publicity, public opinion, propaganda, advertising, PR a comparative evaluation: Social and psychological impact of PR, dynamic role of PR in public affairs, PR management

Unit-II

(10 Hrs.)

PR communication methods: Components of PR, principles of persuasion: effective communication, attitude change, application of communication techniques for PR media, PR for print, electronics and film, oral, open house, photography, campaigns, demonstration, exhibition, trade, press conference, special events

Unit-III

(10 Hrs.)

PR organisations and methods: PR organisations: structure, PR policy, consultancy agency system, PR steps: Planning, fact-finding, implementation, feedback analysis, methods of PR: Press relations, periodicals, controlled electronic communication, advertising as a component of PR, direct communication methods, books and other publications

Unit-IV

(10 Hrs.)

PR applications in organisations: Applied PR: International PR, PR for central government, state government, PR for local bodies, PR and extension, employees' relations

Unit-V

(10 Hrs.)

PR as profession and research: Preparation of literature for PR campaigns through mass media: case studies, professional organisations: PRSI, PASA, IPRA, BPRA, a brief survey of PR in India: PR research areas, techniques, evaluation, laws and ethical aspects, recent trends, PR education.

Co-Curricular Activities**(10 Hrs.)**

1. Assignment on PR in public affairs and impact of PR.
2. Identifying PR methods of various organisations.
3. Discussion on famous PR consultancy agencies across global and national levels and famous PROs.
4. Working on PR applications at national and state level and their duties.
5. Working on case studies of PR.

Reference Books

1. Cutlip & Centre. (2005). Effective Public Relations, New Delhi: Pearson.
2. Alston Theakar. (2001). The Public Relations Handbook (Second Edition), London: Routledge.
3. C Narasimha Reddy. (1983). How to be a Good PRO, Hyderabad: Himalaya Publishing House.
4. Jaisree Jaiswaney. (2010). Corporate Communication: Principles and Practice. New Delhi: Oxford University Press.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8
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BLUEPRINT

Subject: Journalism
Course Title: Public Relations
Time: 3 Hrs.

Semester: V
Course Code: 23JLCCPR54
Max. Marks: 100 M

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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MODEL QUESTION PAPER

Subject: Journalism

Semester: V

Course Title: Public Relations

Course Code: 23JLCCPR54

Time: 3 Hrs.

Max. Marks: 100 M

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Define public relations and discuss its nature and scope. How has PR evolved in India?
2. Differentiate between publicity, public opinion, propaganda, and advertising with examples.
3. Evaluate the social and psychological impact of PR on society.
4. Discuss the dynamic role of PR in managing public affairs.
5. Explain the concept of PR management and its significance in modern organisations.
6. What are the key components of PR communication methods? Discuss their significance.
7. Explain the principles of persuasion and how they are applied in PR.
8. Analyse the role of different media (print, electronic, film) in PR campaigns.
9. Discuss the importance of press conferences and special events in PR.
10. How can photography and demonstrations enhance PR efforts?

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Describe the structure of PR organisations and the role of PR policy.

OR

(b) What are the steps involved in PR planning, and how is feedback analysis conducted?

12. (a) Discuss the methods of PR, focusing on press relations and controlled electronic communication.

OR

(b) How does advertising function as a component of PR?

13. (a) Evaluate the effectiveness of direct communication methods in PR.

OR

(b) Explain the role of PR in business development with examples.

14. (a) Discuss the application of PR in international contexts and its strategies.

OR

(b) Explain the role of PR in central and state governments.

15. (a) How is PR applied to local bodies and what impact does it have on community relations?

OR

(b) Analyse the importance of PR in employee relations within an organisation.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Course Title: New Media and Society

No. of Hours: 60

Semester: V

Course Code: 23JLCCNM54

Credits: 4

LTP: 400

Objectives:

- To explain about emerging new media - Internet and mass media, social media and its developments around the world.
- To assess the significance of social media in present day context, legal and ethical issues.
- To discuss the need of social media democracy and contemporary politics.

Course Outcomes:

On the completion of this course, the student will be able to

CO1: Understand different stages of social media developments.

CO2: Assess the expansion of the internet and social media.

CO3: Understand the role of social media in modern day politics.

CO4: Evaluate supremacy of new media over traditional media.

CO5: Create awareness on new media and new challenges.

Unit-I

(10 Hrs.)

Introduction to new media: New Media: Concepts, origin and evolution, new media: Mapping, meaning and characteristics, principles of new media, digitisation and convergence, Introduction to Internet: World Wide Web (WWW), search engines

Unit-II

(10 Hrs.)

An overview of web media: Web designing: Software and license, overview of new media industry, introduction to web designing: Role of navigation, colour, text, images, hyperlinks, multimedia elements and interactivity, open source software and licences

Unit-III

(10 Hrs.)

Convergence journalism: News on the web: Newspapers, magazines, radio and TV newscast on the web, changing paradigms of news: emerging news delivery vehicles, integrated newsroom, data journalism, challenges and opportunities for a newsperson

Unit-IV

(10 Hrs.)

Social networking: Introduction to social profile management products: Facebook, Twitter, LinkedIn, social collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowdsourcing, Whatsapp, Snapchat, Skype, social publishing: Flickr, Instagram, YouTube, Sound cloud

Unit-V

(10 Hrs.)

Citizen journalism and security: Citizen Journalism: Concept, case studies, blogging; blogs as narratives, bloggers as journalists and 'opinionates', journalism ethics and restraint in new media, security issues in using digital technology (malware, phishing, identity thefts)

Co-Curricular Activities

(10 Hrs.)

1. Select two case studies focusing on cultural and business practices and exemplify the influence of social media on different aspects of society.
2. Recommend the impact of social media on society through a project.
3. Identify famous bloggers who can be known as opinionates. Defend why?
4. Identify citizen journalists on social media and present their challenges.
5. Analyse a case study and its presentation in traditional media vs. alternative media.

Reference Books

1. Andrew Dewdney, Peter Ride (2009) The New Media Handbook, Routledge.
2. Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
3. Francisco.J. Ricardo (2009) Cyberculture and New Media, Rodopi.
4. John. P. Pavlik (2013) Journalism and New Media, Columbia University Press.
5. Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowman And Littlefield Publishers.
6. Leah A Lievrouw, Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.
7. Lev Manowich (2001) The Language of New Media, MIT Press.
8. Terry Flew (2005).New Media; An Introduction, 2nd edition Australia: Oxford University Press.
9. Wendy Hui Kyong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology Press.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8
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BLUEPRINT

Subject: Journalism

Course Title: New Media & Society

Time: 3 Hrs.

Semester: V

Course Code: 23JLCCNM54

Max. Marks: 100 M

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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MODEL QUESTION PAPER

Subject: Journalism

Semester: V

Course Title: New Media & Society
Time: 3 Hrs.

Course Code: 23JLCCNM54
Max. Marks: 100 M

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Discuss the origin and evolution of new media, highlighting its key concepts, meaning, and characteristics.
2. Explain the principles of new media, focusing on digitisation and convergence.
3. Provide an overview of the Internet, including the World Wide Web (WWW) and search engines, and discuss their impact on new media.
4. Analyse the key elements of web designing, including navigation, colour, text, images, hyperlinks, multimedia elements, and interactivity.
5. Discuss the role of open-source software and licences in web designing and the new media industry.
6. Provide an overview of the new media industry and its implications for web designing and digital communication.
7. Discuss the changing paradigms of news delivery with the advent of web media, focusing on newspapers, magazines, radio, and TV newscasts on the web.
8. Explain the concept of an integrated newsroom and its impact on modern journalism.
9. Analyse the role of data journalism in the context of new media and the challenges and opportunities it presents for news professionals.
10. Provide an introduction to social profile management products such as Facebook, Twitter, and LinkedIn, and discuss their role in social networking.

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Analyse the concept of social collaboration through virtual communities, wikis, blogs, instant messaging, collaborative office tools, and crowdsourcing.

OR

- (b) Discuss the significance of social publishing platforms like Flickr, Instagram, YouTube, and SoundCloud in the context of new media.

12. (a) Discuss the concept of citizen journalism, providing case studies to illustrate its impact on traditional journalism.

OR

(b) Analyse the role of blogs as narratives and the evolution of bloggers as journalists and opinion makers.

13. (a) Explain the ethical considerations and restraints in new media journalism.

OR

(b) Discuss the security issues associated with using digital technology, including malware, phishing, and identity thefts, and propose strategies to mitigate these risks.

14. (a) How has the digitisation and convergence of media transformed traditional communication models and practices?

OR

(b) What are the key challenges and opportunities presented by convergence journalism in the digital era?

15. (a) Analyse the impact of social networking platforms on personal and professional communication dynamics.

OR

(b) Discuss the ethical dilemmas faced by citizen journalists and the importance of maintaining journalistic integrity in new media environments.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Course Title: Communication Research

No. of Hours: 60 Hrs.

LTP: 401

Semester: V

Course Code: 23JLEC22CR54

Credits: 4

Objectives

- To develop skills in identifying, formulating, and analysing research problems in mass communication.
- To familiarise students with various research methods, sampling techniques, and data collection tools used in communication studies.
- To enable students to apply statistical tools, interpret research findings, and prepare ethical, well-structured research reports.

Course Outcomes

CO1: Identify the types, steps, methods and importance of research

CO2: Understand the basic concepts, research design and hypothesis testing

CO3: Know the knowledge about the methods of data collection

CO4: Improve the selection of method and use of statistics in communication research

CO5: Discuss sampling, scaling techniques and data collection tools

UNIT-I

(10 Hrs.)

Introduction to mass communication research: Meaning, definition and nature of research, importance of research. Scientific method, characteristics, steps in research identification and formulation of research problems in communication research, research methods.

UNIT-II

(10 Hrs.)

Research concepts and hypothesis: Concept, definitions, types of hypothesis, characteristics of good hypothesis, hypothesis testing, and research designs in mass communication. Survey research and types of measurement.

UNIT-III**(10 Hrs.)**

Sampling and data collection methods: Sampling in communication research, types, methods of data collection - secondary data, interview, questionnaire, observation and case study – Application and limitations of different methods.

UNIT-IV**(10 Hrs.)**

Statistics in communication research: Basic statistical tools: measures of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square), tabulation, classification, data analysis and interpretation of data.

UNIT-V**(10 Hrs.)**

Ethics, reporting, and media analysis: Ethical issues in media research, research reporting, importance of media research, source analysis, channel analysis, message analysis, audience analysis, feedback/ forward analysis.

Co-curricular Activities**(10 Hrs.)**

1. Writing practice of generally researchable topics.
2. Selecting topics of social research including social, economic, political, educational, cultural, religious and spiritual issues.
3. Proposing research-oriented topics of media problems including traditional, alternate and new media.

Reference Books

1. Gunther, B. (2000). Media Research Methods, London: Sage Publications.
2. Kaplan, D (2001). The Sage Handbook of Quantitative Methodology for Social Sciences, London, Sage.
3. Ringer, Fritz (1997). Max Weber's Methodology: The Unification of the Cultural and Social Science, Cambridge, Mass, Harvard Unipress.
4. Smith, L T (2012), Decolonising methodologies: Research and Indigenous People, Zed Books.

5. Kothari,C.R (2004). Research Methodology: Methods and Techniques, New Age, New Delhi
6. Krishnaswami, O.R. (1993) Methodology of Research in Social Sciences, Himalaya Publishing House, 1st Edition.
7. Ranjith Kumar, Research Methodology: A step by step guide for beginners, Sage Publication, 2001.
8. Roger D. WimmerAnd Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
9. Ralph O, NatigerAnd D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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BLUE PRINT

Subject: Journalism

Course Title: Communication Research

Time: 3 Hrs.

Semester: V

Course Code: 23JLEC22CR54

Max. Marks: 100

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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MODEL QUESTION PAPER

Subject: Journalism
Course Title: Communication Research
Time: 3 Hrs.

Semester: V
Course Code: 23JLEC22CR54
Max. Marks: 100

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Explain the meaning, nature, and importance of research in mass communication.
2. Discuss the characteristics of research and the steps involved in the research process.
3. How can research problems be identified and formulated in communication studies?
4. Compare and contrast qualitative and quantitative research methods.
5. Explain the concept of hypothesis and its types with examples.
6. Discuss the steps involved in hypothesis testing.
7. Describe different research designs in mass communication.
8. What is survey research? Explain its advantages and limitations.
9. Explain the types of measurement scales with suitable examples.
10. Explain the types of sampling used in communication research.

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Discuss the various methods of data collection with examples.

OR

- (b) What are the applications and limitations of the questionnaire method?

12. (a) Compare the observation and case study methods in communication research.

OR

(b) Explain measures of central tendency with examples.

13. (a) Describe measures of dispersion and their significance.

OR

(b) Discuss correlation and chi-square test in media research.

14. (a) Explain the process of tabulation and classification of data.

OR

(b) How is data analysis carried out in communication research?

15. (a) Discuss the importance of ethics in communication research.

OR

(b) Explain the structure and style of a research report.

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SYLLABUS

Subject: Journalism

Course Title: Development Communication

No. of Hours: 60 Hrs.

LTP: 401

Semester: V

Course Code: 23JLEC12DC54

Credits: 4

Objectives:

- To create an overview of the changing perceptions of development.
- To understand the practices of sustainable development.
- To study the role of media in development communication.

Course Outcomes:

CO1: Disseminate the information on the real concept of development communication

CO2: Understand and learn about different theories of development around the world

CO3: Familiarise the dominant and alternative paradigms of development

CO4: Analyse the Development Communication Case Studies

CO5: Understand the importance of multimedia approach for development programmes

UNIT-I

(10 Hrs.)

Development and the role of media: Development –Concept – Role of media in development communication – Causes for Underdevelopment- Use of Media in Development Communication

UNIT-II

(10 Hrs.)

Theories of Development: Walt Rostov's Economic Theory – Sociological Theory - Modernisation Theory - Dependency Theory - Sustainable Development Goals.

UNIT-III

(10 Hrs.)

Development Journalism: Origin - Growth - Developmental Journalism - Concepts- Development News - Different Concepts - Development Reporting Problems - Communication for Social Change.

UNIT-IV

(10 Hrs.)

Development Communication Case Studies: SITE - Jhabua Development

Communication Project - KHEDA Project – Development Support Communication – An overview – Literacy – Population Control- Sanitation – Swachh Bharat.

UNIT-V

(10 Hrs.)

Participatory Development: Communication – Participation and Development/ Community Development – Role of Media in Community Development Programmes, Social Capital - Use of Traditional Media in Development Programmes.

Co-curricular Activities

(10 Hrs.)

1. Development Journalism: A catalyst for positive change (A case study)
2. Role of development journalism in agriculture and rural development of India
(Prepare a report)
3. List out measures to resolve the challenges faced by rural India (Prepare a report)

Reference Books

1. Srinivas R. Melkote, Communication for Development, New Delhi, 1991
2. S. R Mehta (ed.) Communication and Development, Jaipur: Rawat Publications
3. Avik Ghosh (2006): Communication Technology & Human Development, ND: Sage
4. Murthy, DVR (2006): Development Journalism: What Next New Delhi: Kanishka
5. Srinivas Melkote (2001): Communication for Development in The Third World: New Delhi: Sage publications
6. Jan Servaes (1996): Participatory Communication for Social Changes, New Delhi: Sage Publications
7. Sadanandan Nair (ed.) Perspectives on Development Communication, New Delhi, Sage, 1993
8. Bella Mody, Designing Messages for Development Communication, New Delhi: Sage, 1991
9. Manual of Development Journalism – Alan Chalkley

10. Participatory Communication, Working for Change and Development – Shirley A. White, K Sadanandan Nair and Joseph Ascroft

11. Development Communication and Media Debate – Mridula Menon

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BLUE PRINT

Subject: Journalism
Course Title: Development Communication
Time: 3 Hrs

Semester: V
Course Code: 23JLEC12DC54
Max. Marks: 100

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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MODEL QUESTION PAPER

Subject: Journalism
Course Title: Development Communication
Time: 3 Hrs

Semester: V
Course Code: 23JLEC12DC54
Max. Marks: 100

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Explain the concept of development and its relevance in communication studies.
2. Discuss the role of media in development communication with examples.
3. Analyse the causes of underdevelopment in developing countries.
4. Explain how media can be effectively used to promote development communication in rural areas.
5. Discuss Walt Rostow's economic growth stages and their relevance today.
6. Explain the dependency theory and its criticism.
7. Compare modernisation theory and sociological theory in the context of development.
8. Describe the 17 Sustainable Development Goals (SDGs) and their importance.
9. Trace the origin and growth of development journalism in India.
10. Discuss the major concepts in development news.

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Explain the problems faced in development reporting.

OR

- (b) What is communication for social change? Explain with examples.

12. (a) Discuss the SITE project as a model of development communication.

OR

(b) How does advertising function as a component of PR?

13. (a) Describe the role of media in campaigns for literacy, population control, and sanitation (including Swachh Bharat).

OR

(b) Describe how traditional media can be used for development purposes.

14. (a) Explain the concept of participatory communication and its role in development.

OR

(b) Analyse the importance of building social capital in development communication.

15. (a) Explain the Jhabua Development Communication Project and its impact.

OR

(b) Evaluate the Kheda Communication Project in terms of objectives and outcomes.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Course Title: History of Indian Films

No. of Hours: 60

Semester: V

Course Code: 23JLEC21HF54

Credits: 4

LTP: 400

Objectives:

- To understand the Indian films and its origins
- To identify cinema as a medium of mass communication
- To assess the impact of movies on culture

Course Outcomes

On the completion of this course, the student will be able to:

CO1: Understand the New Wave Cinema which brought changes in the Indian films.

CO2: Identify regional cinema and its importance in portraying the culture

CO3: Evaluate the role of movie stars in different fields of society

CO4: Understand the paradigm shift in Indian cinema to art

CO5: Assess Indian cinema as a business

Unit-I

(10 Hrs.)

Introduction to Indian Cinemas: Brief Introduction to Indian Cinema, Cinema as a spectator of backward culture, Imitation in the cinema as a way out of backwardness, The New Wave Cinema

Unit-II

(10 Hrs.)

Regional Cinema: Bengali Cinema: Making and unmaking, Malayalam Cinema: Performing modernity and gender, Kannada Cinema, Punjab and Bhojpuri films

Unit-III

(10 Hrs.)

Movie Stars and Stardom: The star politicians from Indian Film Industry, The Bombay Film Industry and the stardom of stars, Telugu films and politics of Andhra Pradesh and Telangana, Film stars and their other businesses

Unit-IV

(10 Hrs.)

Themes and Perspectives: The evolution of representing female sexuality in Indian Cinema, Queer times in Bollywood, the shifting terrains of nationalism and patriotism in Indian Cinema, Music in mainstream Indian cinema

Unit-V

(10 Hrs.)

The Business of Indian Cinema: Film distribution: the changing landscape, Corporatisation of the Hindi film industry, active audience and the experience of cinema, documentary films and its ambivalent to the nation-state

Co-Curricular Activities**(10 Hrs.)**

1. Outline New Wave Cinema and major films during this period with their plot story
2. Prepare a report on regional cinemas and awards won by these regional films at national level.
3. Identify the role of movie stars in politics of states
4. Present a report on Indian cinema during Independence
5. Present a seminar on how cinema distribution has changed since its inception

Reference Books

1. Routledge Handbook of Indian Cinemas, K. Moti Gokulsing and Wimal Dissanayake
2. Cinema Studies: The Key Concepts, Third Edition Susan Hayward

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BLUEPRINT

Subject: Journalism

Semester: V

Course Title: History of Indian Films

Course Code: 23JLEC21HF54

Time: 3 Hrs.

Max. Marks: 100 M

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
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Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

MODEL QUESTION PAPER

Subject: Journalism

Semester: V

Course Title: History of Indian Films
Time: 3 Hrs.

Course Code: 23JLEC21HF54
Max. Marks: 100 M

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Discuss the evolution of Indian cinema and its role as a spectator of backward culture.
2. How has imitation in cinema served as a way out of backwardness in Indian society?
3. Analyse the significance of the New Wave Cinema in transforming Indian filmmaking.
4. Trace the development of Bengali cinema, highlighting its making and unmaking.
5. How does Malayalam cinema perform modernity and gender in its narratives?
6. Discuss the contributions of Kannada cinema to the Indian film industry.
7. Analyse the cultural and social impact of Punjab and Bhojpuri films on their respective regions.
8. Examine the phenomenon of star politicians emerging from the Indian film industry.
9. Discuss the concept of stardom in the Bombay film industry and its societal implications.
10. Analyse the intersection of Telugu films and the politics of Andhra Pradesh and Telangana.

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Explore the business ventures of film stars beyond their acting careers.

OR

- (b) Discuss the evolution of the representation of female sexuality in Indian cinema.

12. (a) Analyse the depiction of queer times in Bollywood and its impact on Indian society.

OR

- (b) Examine the shifting terrains of nationalism and patriotism as portrayed in Indian cinema.

13. (a) Discuss the role and evolution of music in mainstream Indian cinema.

OR

- (b) Discuss the changing landscape of film distribution in the Indian cinema industry.
14. (a) Analyse the corporatisation of the Hindi film industry and its effects on film production.

OR

- (b) Examine the role of active audiences in shaping the experience of cinema.
15. (a) Discuss the ambivalent relationship between documentary films and the nation-state in India.

OR

- (b) Evaluate the influence of documentary films on the socio-political discourse in India and their complex relationship with the nation-state.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Course Title: Media Issues

No. of Hours: 60

Semester: V

Course Code: 23JLEC11MI54

Credits: 4

LTP: 400

Objectives:

- To discuss the origin and growth of the newspaper in India.
- To examine the newspaper agendas.
- To define the recent trends in journalism.

Course Outcomes:

On the completion of this course, the student will be able to:

CO1: Identify the effectiveness and contribution of the eminent journalists.

CO2: Understand the role of freedom fighters' contribution to Indian journalism.

CO3: Analyse the priorities and values of the early day newspapers.

CO4: List the prominent Telugu editors in Telugu journalism.

CO5: Analyse the reading of the newspaper.

Unit-I

(10 Hrs.)

Indian Press: Registrar of Newspapers for India: Structure and duties, newspaper circulation: Readerships surveys, audit bureau of circulation, advertising policy of Government of India, Indian newspaper society: origin and present status.

Unit-II

(10 Hrs.)

Commissions and Policies: Press commission: first press commission, second press commission, wage policy: wage boards, Indian working journalist movement, Indian press: expansion of newspapers, circulation strategies, import of newsprint, foreign direct investment in print media.

Unit-III

(10 Hrs.)

Media Committees: Autonomy of radio and television in India, Committees of Information and Broadcasting ministry: Chanda, Verghese, Varadhan committees, Prasar Bharati-liberalisation of airwaves.

Unit-IV

(10 Hrs.)

Privatisation of Radio: FM radio in India: growth of FM radio, business trends, content in FM radio, broadcasting news and issues in FM radio, community radio in India: guidelines, content, present status of community radio/campus radio, the future of community radio

Unit-V

(10 Hrs.)

Privatisation of Television: Private TV: Uplinking and downlinking policy of Government of India, Cable TV, DTH, internet protocol television (IPTV), TV ads, digital television, TRP ratings, television regulatory authority of India, Broadcast Audience Research Council

Co-Curricular Activities**(10 Hrs.)**

1. Assignment on circulation of newspapers and their influence in shaping public opinion.
2. Discussion on wage board policies.
3. Assignment on media committees.
4. Working on community radio and challenges faced by community radio including case study.
5. Assignment on current scenario of TV in India.

Reference Books

1. Herbert Lee: Newspaper Organisation and Management. New Delhi: Surjeet Publications
2. P.C.Chatterji (1988). Broadcasting in India. New Delhi. Sage Publications
3. MehraMasani (1986); Broadcasting and the People. New Delhi. National Book Trust.
4. Reports of the Information and Broadcasting Ministry.
5. First Press Commission Report , Vol I & II.
6. Second Press Commission Report Vol I & II.
7. Vanita Kohli (2014) The Indian Media Business: New Delhi: Sage
8. Ravidra Kumar (2014). Three scores and fifteen. New Delhi: Indian Newspaper Society Publication.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8
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BLUEPRINT

Subject: Journalism
Course Title: Media Issues
Time: 3 Hrs.

Semester: V
Course Code: 23JLEC11MI54
Max. Marks: 100 M

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 3Q RBT4 – 1Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 1Q RBT2 – 2Q RBT3 – 1Q RBT4 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

MODEL QUESTION PAPER

Subject: Journalism

Semester: V

Course Title: Media Issues
Time: 3 Hrs.

Course Code: 23JLEC11MI54
Max. Marks: 100 M

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Discuss the structure and duties of the Registrar of Newspapers for India and its role in the Indian press.
2. Explain the significance of readership surveys and the Audit Bureau of Circulation in determining newspaper circulation.
3. Analyse the advertising policy of the Government of India and its impact on the Indian press.
4. Trace the origin and present status of the Indian Newspaper Society and its contributions to the press industry.
5. Discuss the recommendations and impact of the first and second press commissions on the Indian press.
6. Explain the wage policy for journalists in India, focusing on the role of wage boards and the Indian working journalist movement.
7. Analyse the strategies for the expansion of newspapers in India, including circulation strategies, import of newsprint, and foreign direct investment in print media.
8. Discuss the autonomy of radio and television in India and the significance of the Chanda, Verghese, and Varadhan committees.
9. Analyse the role of Prasar Bharati in the liberalisation of airwaves and its impact on Indian broadcasting.
10. Trace the growth of FM radio in India, discussing business trends and content strategies.

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) Examine the guidelines, content, and current status of community radio in India, and discuss its future prospects.

OR

- (b) Discuss the challenges and issues related to broadcasting news on FM radio in India.

12. (a) Explain the uplinking and downlinking policies of the Government of India and their impact on private television.

OR

(b) Discuss the evolution of television broadcasting in India, focusing on Cable TV, DTH, and IPTV.

13. (a) Analyse the role of TRP ratings and the Television Regulatory Authority of India in regulating the television industry.

OR

(b) Discuss the contributions of the Broadcast Audience Research Council in measuring television viewership and its impact on the industry.

14. (a) How does the Indian press benefit from the Audit Bureau of Circulation, and what challenges does it face in maintaining accurate readership data?

OR

(b) What were the key outcomes of the recommendations made by the first and second press commissions in India?

15. (a) How has the liberalisation of airwaves through Prasar Bharati influenced the autonomy and diversity of radio and television content in India?

OR

(b) Discuss the role of the Television Regulatory Authority of India and the Broadcast Audience Research Council in shaping the landscape of private television broadcasting.